

FARRAGUT VISUAL RESOURCES REVIEW BOARD – Minutes

The Farragut Visual Resources Review Board met on Tuesday, July 28, 2015 in the Board Room at the Farragut Town Hall. Marty Layman presided. Members in attendance were Marty Layman, Duane Winkler, Cindy Hollyfield, Edwin Anderson, Randy Armstrong, Brittany Moore and Jeanie Stow.

1. Minutes:

The June 23, 2015 minutes were approved as submitted.

2. New Board Member:

Chairman Layman and the board welcomed the newest board member, Randy Armstrong.

3. Ground Mounted Sign Applications:

- a) Mortgage Investors Group – 11126 Kingston Pike, Suite 102**
Tenant panel on existing ground mounted sign

Staff reviewed this item and recommended approval. A motion was made by Stow to follow staff's recommendation. Motion was seconded by Anderson and motion passed unanimously.

- b) Pinnacle at Belk – 11403-11467 Parkside Drive**
29 square foot internally illuminated ground mounted sign

Staff reviewed this item and recommended approval. Discussion occurred related to the background color of future tenant panels. A motion was made by Winkler to approve the sign as presented and recommended that future tenant panels on the sign have white backgrounds and similar font. Motion was seconded by Hollyfield and motion passed unanimously.

4. Sign Ordinance Amendment:

- a) Review a request for an amendment to the text of the Farragut Municipal Code, Title 14, Chapter 3., Town Center District Design Requirements, Section 14-304., 1., Signs, to provide for new requirements.**

Staff reviewed the proposed text modifications that would permit both perpendicular and building mounted wall signs within the Town Center District (TCD). Staff explained that the perpendicular wall sign area has been lowered from 12 to 9 square feet. The 12 square foot limitation on the building mounted wall sign has been removed and replaced with a sign area allocation based on a 0.75:1 ratio of sign area to lease space frontage on which the sign is to be mounted. Also as part of the amendment, the staff has added some language to require architectural design and illumination to be

consistent with the Architectural Design Standards (ADS). Currently, the TCD does not permit signs to be illuminated. The ADS allow for illumination from an external light source only.

The board discussed adding language to prohibit illumination on perpendicular wall signs. After further discussion, a motion was made by Moore to approve the text amendment. Motion was seconded by Stow and motion passed unanimously.